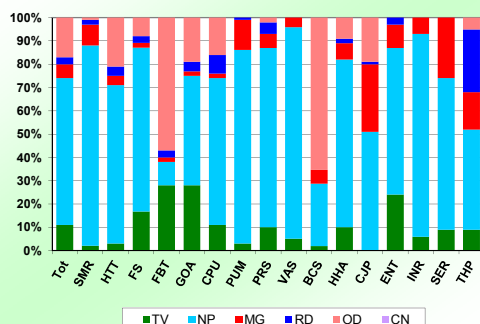
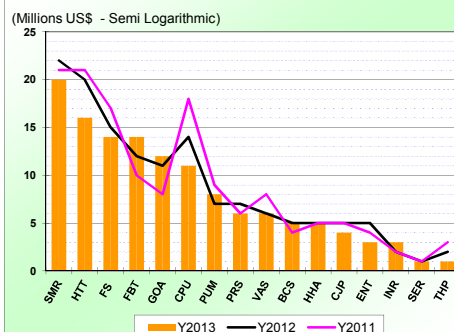


Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Shopping Malls & Retail Stores	SMR	21	22	20	15	-9	2	86	9	2	1	0
Hotel Travel & Tourism	HTT	21	20	16	12	-20	3	68	4	4	21	0
Financial Services	FS	17	15	14	11	-7	17	71	2	3	8	0
Food Beverages And Tobacco	FBT	10	12	14	11	17	28	10	2	3	57	0
Government/Corporate & Organization Ad	GOA	8	11	12	9	9	28	47	2	4	19	0
Communications & Public Utilities	CPU	18	14	11	8	-21	11	63	2	8	16	0
Publishing Media	PUM	9	7	8	6	14	3	84	13	1	0	0
Professional Services	PRS	6	7	6	5	-14	10	77	6	5	2	0
Vehicles Accessories & Supply	VAS	8	6	6	5	0	5	90	4	0	0	0
Business/Construct Equip. & Supply	BCS	4	5	5	4	0	2	27	6	0	66	0
Household Appliances	HHA	5	5	5	4	0	10	72	7	2	9	0
Clothing Jewellery & Personal Accs	CJP	5	5	4	3	-20	0	51	29	1	19	0
Entertainment	ENT	4	5	3	2	-40	24	63	10	3	0	0
Insurance & Real Estate & Properties	INR	2	2	3	2	50	6	88	7	0	0	0
Other Services	SER	1	1	1	1	0	9	65	26	0	0	0
Toiletries Hygiene/ House Care Products	THP	3	2	1	1	-50	9	43	16	27	5	0
Total		143	139	130	99	-6	11	63	6	3	17	0

Y2013 Media Split %

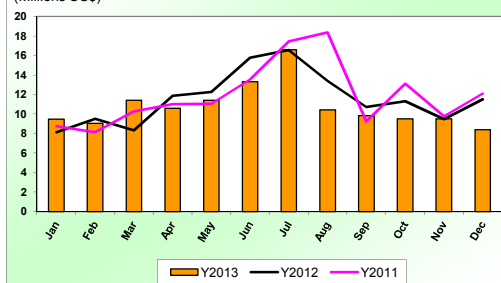


Annual Growth Y2011 - Y2013



Monthly Spend Analysis (Millions US\$)Y2011 - 2013

(Millions US\$)



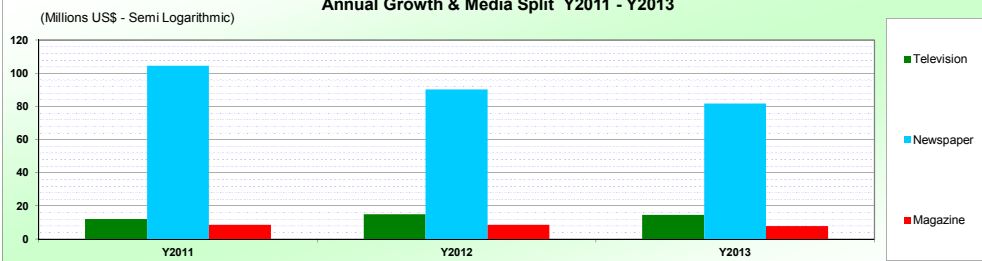
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	9	8	9	17
Feb	8	9	9	-5
Mar	10	8	11	37
Apr	11	12	11	-11
May	11	12	11	-7
Jun	14	16	13	-16
Jul	17	17	17	0
Aug	18	13	10	-22
Sep	9	11	10	-8
Oct	13	11	10	-16
Nov	10	9	10	1
Dec	12	12	8	-27
Total	143	139	130	-7

Overall Media Split Analysis (Millions US\$)

Media	Y2011		Y2012		Y2013		Var'n % Y2012/2013	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y13	Y12
Television	12	10	15	13	15	14	-3	120	124
Newspaper	104	83	90	79	82	79	-9	78	86
Magazine	9	7	9	8	8	7	-10	90	101
Total	125	100	114	100	104	100	-9	83	91

*Index base Y2011

Annual Growth & Media Split Y2011 - Y2013



Top Brands Y2013 (000 US\$)

Television Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Mirinda	1,230	E
2	Pepsi	1,214	109
3	7-up	647	55
4	Housing Bank	641	-58
5	Jor.heritage Rev.	570	1
6	Bee Cell	482	48
7	Sehetna	448	-27
8	Jordan Islamic Ba	429	-26
9	Arab Bank	417	-8
10	Taqarob	381	-40
11	Al Hajj Fund	340	N
12	Electricity Reg.	337	-32
13	King Hussein C.f	289	62
14	Queen Alia Cntst	219	13
15	Queen Rania Awrd	203	15

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Samih Mall	4,824	8
2	Orange Telecom.	3,067	-6
3	Housing Bank	2,537	55
4	Zain Tel.comm.	2,097	-29
5	Election Campai.	1,711	E
6	Umniah	1,515	-43
7	Samsung	1,185	19
8	Prime Cinemas	1,142	248
9	Dallas Travel	1,129	-52
10	Jordan Ahli Bank	1,050	15
11	Taj Cinemas	1,031	N
12	Smartbuy	887	49
13	Al Moghamarah	822	3
14	Hyundai	805	90
15	Bank Of Jordan Lt	785	24

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Samsung	181	91
2	Layali Amman	159	N
3	Orange Telecom.	149	43
4	Al Faridah	121	-29
5	Amazing Rooms	108	90
6	Kurdi Jewelry	105	-27
7	Imseeh Jewellery	100	18
8	Rolex	98	-51
9	Breitling	95	67
10	Adan	93	E
11	Barakat Store	89	-35
12	Mouawad	85	3
13	Royal Jordanian A	80	-1
14	U Arabiah	79	N
15	Tudor	77	-39

E - Exceeding the limit >300% N - New